

Judy: For
your schedule.

Brewster's
interview list
for press

**WAIS INTERNET WORLD
APPOINTMENTS**

December 7-8, 1994

**CONNORS
COMMUNICATIONS**

Julia Pickar
Lydia Trettis

The purpose of this tour book is to provide you with background information on the reporters/editors you will meet with over the course of this tour. As part of our effort in providing you with the best possible service, we have included information about each of these people and how you can best work with them to achieve your goals. Please think of this book as an important guide or tool for the tour -- use it to your advantage to gain the most from these meetings. Best of luck and success!

AGENDA

Wednesday, December 7, 1994

- | | |
|------------|------------------------------------|
| 10:00 AM - | Katherine McCabe, OnLine Access |
| 2:00 PM - | Michael Neubarth, Internet World |
| 3:00 PM - | Frank Barnako, USA Today Sky Radio |
| 5:00 PM - | Steve Katz, Associated Press Radio |

Thursday, December 8, 1994

- | | |
|------------|--|
| 10:00 AM - | Chris Sherman, Multimedia Wire |
| 10:30 AM - | Melinda Gipson, Multimedia Daily, Ammo for the |
| 11:00 AM - | Karen Rodriguez, InfoWorld |
| 11:30 AM - | Dana Blankenhorn, Interactive Age |

December 7, 1994

10:00 AM -

Katherine McCabe

Associate Publisher

900 North Franklin, Ste. 310

Chicago, IL 60610

Phone: 312-573-1700 Fax: 312-573-0520

Katherine McCabe is the associate publisher but she assigns and writes stories for the magazine. It has increased in circulation over the past year, it is still growing.

Comments Keep in mind that this is an industry publication and here's the chance to show where WAIS is the next step forward, the "power tool" for the Web.

OnLine Access

900 North Franklin #310

Chicago, IL 60610

phone: 312-348-5941

Circulation 100,000**Frequency** Semi-Annual**Publisher** O'Reilly & Associates**Audience** Professionals and business people**Description**

Online Access is tailored to professionals and business people using or beginning to use online products and services. Consumer publication that explains how to use online products and services.

December 7, 1994

2:00 PM -

Michael Neubarth

Editor-in-Chief

11 Ferry Lane West

Westport, CT 06880

Phone: 203/226-6967 Fax: 203-454-5840

Michael Neubarth is the editor of Internet World, formerly at PC Magazine. He is a savvy, yet down to earth fellow. He will understand, better than others, how the internet works, but he may need a little bit of WAIS 101.

Comments Explain how WAIS technology is vital to the effective use of the Internet for its intended use -- the exchange of information. In essence, Michael is a host of the trade show as it is promoted by Mecklermedia, his publication's parent company.

Internet World

11 Ferry Lane West
Westport, CT 06880
phone: 203/226-6967

Frequency Monthly
Publisher Mecklermedia
Audience Internet savvy folks and new comers

Description

Internet World is the main magazine for users of the Internet. It focuses on all aspects of the net - acquisitions, what to do, where to go.

December 7, 1994

3:00 PM -

Frank Barnako

News Director

1100 Wilson Blvd., 27th Floor

Arlington, VA 22234

Phone: 703/284-3100 Fax: 703/558-3865

USA Today Sky Radio transmits on inflight channels. It covers news, sports weather and entertainment and is broadcast through Delta, United and Continal. It is produced in Roslyn, VA.

Comments The shows are geared toward the business traveller who want be overly versed about how the WWW or WAIS operates. Make sure you speak in layman's terms about WAIS place in the emerging internet paradigm.

USA Today Sky Radio

1100 Wilson Blvd., 27th Floor

Arlington, VA 22234

phone:

Circulation Travellers on inflight**Frequency** regular updates**Audience** Business and pleasure travellers**Description**

USA Today is a nationwide general interest newspaper. It has been a pioneer both in its use of color and in its market-driven coverage of non-news topics. Its popularity and wide distribution make it an excellent forum for general interest computer coverage. While few industry news stories will run here, trend stories, profiles of intriguing individuals, and stories aimed at a general business audience are all possibilities.

December 7, 1994

5:00 PM -

Steve Katz

Chief Supervisor
1825 K Street, NW
Washington
DC, DC 20006-1253
Phone: 202-736-1100 Fax: 202-136-9500 X1199

Steve is an editor of the radio broadcast for the Associated Press. He covers technology.

Comments He will be most interested in how WAIS will affect the way people find information on the net. Remember that AP is heard by the business and general listener, so layman's terms will be appreciated. Keep it big picture for your company and the Internet.

Associated Press Radio

50 Rockefeller Plaza
New York, NY 10020
phone: 212-621-1500

Circulation 14.500

Audience The national media

Description

AP is the largest news organization supplying news, photographs and graphics to the nation's major media. AP supplies information to 1,550 newspapers, 6,000 broadcast stations, 1,000 radio stations that are members of the AP Radio Network, and 8,500 foreign subscribers. AP looks for stories that appeal to a general audience. Business and technology coverage includes the financial performance and business strategies of the industry's leaders and leans toward product trends rather than coverage of individual products.

December 8, 1994

10:00 AM -

Chris Sherman

Editor and Publisher

5601 Grosvenor Ln.

Bethesda, MD 20814

Phone: 301-493-9290 Fax: 301-493-8996

Chris keeps an eye on all changes happening on the Internet. He edits Multimedia Wire, a daily faxed news sheet. He keeps up with all changes in the industry. He is savvy and people are starting to depend on him for import industry news.

Comments Chris will want to know the latest with the online publishing service industry. Give a good overview.

Multimedia Wire

601 Grosvenor Ln.
Bethesda, MD 20814
phone: 301-493-9290

Frequency Daily**Publisher** ProActive Media, Inc.**Audience** Multimedia enthusiasts**Description**

The electronic/fax daily of the converging media and technology marketplace.

December 8, 1994

10:30 AM -

Melinda Gipson

Editor

1616 N. Ft. Myer Dr.

Arlington, VA 22209

Phone: 703-816-8652 Fax: 703-528-4926

Melinda Gipson is the editor of this new daily fax sheet. She covers new product announcements, company updates about the internet, online services and entertainment technologies.

Comments Melinda isn't overly versed in how WAIS fits into the emerging world. Give her an overview of your base technology and your announcement of the new software release.

Multimedia Daily, Ammo for the Infopike

1616 N. Ft. Meyer Drive

Arlington, VA 22209

phone: 703-816-8652

Frequency Daily**Publisher** Pasha Publications**Audience** Those keyed in to the multimedia marketplace**Description**

Multimedia Daily is a daily faxed newsheet giving information about latest deals, introductions and changes in the emerging technology marketplace. It's watchword is "ammo for the infopike."

December 8, 1994

11:00 AM -

Karen Rodriguez

Senior Writer/Networking
155 Bovet Road #800
San Mateo, CA 94402
Phone: 415-312-0530 Fax: 415-358-1269

Rodriguez is a contact for the Networking subsection of News, she writes news articles and product announcements and is a contact for the Peer to Peer column. Rodriguez is interested in viewing product demonstrations and in seeing beta versions of products. She FROWNS on the process of faxing out press releases and then following up with a phone call. She is interested in viewing product demos and seeing beta versions of products.

Comments Karen will be interested in the new product, as well as an overall look at the industry

InfoWorld

155 Bovet Road
San Mateo, CA 94402
phone: 415-572-7341

Circulation 249,851
Frequency Weekly
Publisher IDG Communications, Inc.
Audience Multiple-unit buyers of personal computers for use by corporate managers, corporate end users,

Description

Info World is a major news weekly dedicated to the desktop and networked computer industry. It covers the entire industry for people involved in all areas of computing, particularly multiple-unit buyers of personal computer products. Info World strives to provide comprehensive, timely, well-sourced, and accurate information on products, companies, trends and technology.

December 8, 1994

11:30 AM -

Dana Blankenhorn

Contributing Editor/Online Services
215 Winter Avenue
Atlanta, GA 30317
Phone: 404-373-7634 Fax: 404-378-0794

Blankenhorn is handling Interactive Age's home page on the internet. He is currently working on a column with his daughter Robin about educational CD-ROM titles (some titles are helping her to read). Blankenhorn is formerly the telecomm and education editor for Newsbytes. He also reviews products and gets help from his two kids Robin, age 6 and John age 3. Blankenhorn is also a contributor for Inside Report on new Media and a contributing editor for Electronic Media, a weekly trade mag covering broadcast and cable. He is also a freelance writer for @Have Modem, Will travel, the name of his writing business since 1983. Some of his regular clients are Chicago Trib and Comdex Show Daily. He has also written three books, Bulletin Board Systems for business, A Guide to Field Computing and The Modem Coach.

Comments Dana knows WAIS very well. He is a CMP employee as of this week. He expressed interest in what your overall strategy for the changing Internet world is going to be.

Interactive Age

600 Community Drive
Manhasset, NY 11030
phone: 516-562-5000

Frequency Monthly**Description**

A monthly magazine that offers content technology and communications for the Information Highway.